

## ORDER



**Orders**  
**Order / Rev:** 719848  
**Alt Order #:** 06360840  
**Product Desc:** BACHMANN FOR CONGRES  
**Estimate:** 2800  
**Flight Dates:** 10/03/12 - 10/10/12  
**Original Date / Rev:** 10/09/12 / 10/09/12  
**Order Type:** Political

**KARE**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Strategic Media Placement LLC  
**Buying Contact:**  
**Billing Contact:**  
 3946 North Hampton Drive  
 Powell, OH 432065

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** BACHMANN,M/R/CON  
**Demographic:** A35+  
**Product Codes:** PL-US House Representative  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/10/12	93	\$68,940.00	\$58,599.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	93	\$68,940.00	\$58,599.00	0.00
<b>Totals</b>	<b>93</b>	<b>\$68,940.00</b>	<b>\$58,599.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	10/03/12	10/09/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	MTWTF--	:30	5	\$150.00	P-2	0.00	NM	5	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/12	10/09/12	MTWTF--			5		\$150.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KARE	10/03/12-10/09/12		M-F 5-6a		5-6a	MTWThF----	:30		\$175.00		0.00	NM		
4	KARE	10/03/12-10/09/12		M-F 5-6a		5-6a	MTWThF----	:30		\$175.00		0.00	NM		
2	KARE	10/03/12	10/09/12	M-F 6-7a KARE 11 Sunrise M-F 2X MAX DAY: W-F,M // 1X MAX/DAY: TU	CM	6-7a	MTWTF--	:30	9	\$990.00	P-4	0.00	NM	9	\$8,640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/12	10/09/12	MTWTF--			9		\$990.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	KARE	10/03/12-10/09/12		M-F 6-7a		6-7a	MTWThF----	:30		\$900.00		0.00	NM		
8	KARE	10/03/12-10/09/12		M-F 6-7a		6-7a	MTWThF----	:30		\$900.00		0.00	NM		
9	KARE	10/03/12-10/09/12		M-F 6-7a		6-7a	MTWThF----	:30		\$900.00		0.00	NM		
3	KARE	10/03/12	10/09/12	Today Show Today Show 1X MAX/DAY: W,TH // 2X MAX/DAY: F,M-TU	CM	7-9a	MTWTF--	:30	8	\$425.00	P-2	0.00	NM	8	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/12	10/09/12	MTWTF--			8		\$425.00		0.00				

Order / Rev: 719848  
 Alt Order #: 06360840  
 Flight Dates: 10/03/12 - 10/10/12

Advertiser: BACHMANN,M/R/CON  
 Product Desc: BACHMANN FOR CONGRES  
 Estimate: 2800  
**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	KARE	10/03/12	10/09/12	Today Show Today Show 1X MAX/DAY: W,TH // 2X MAX/DAY: F,M-TU	CM	7-9a	MTWTF--	:30	8	\$425.00	P-2	0.00	NM	8	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/03/12	10/09/12	MTWTF--	8		\$425.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
4	KARE	10/03/12-10/09/12		Today Show	7-9a		MTWThF----	:30	\$500.00		0.00	NM			
5	KARE	10/03/12-10/09/12		Today Show	7-9a		MTWThF----	:30	\$500.00		0.00	NM			
6	KARE	10/03/12-10/09/12		Today Show	7-9a		MTWThF----	:30	\$500.00		0.00	NM			
7	KARE	10/03/12-10/09/12		Today Show	7-9a		MTWThF----	:30	\$500.00		0.00	NM			
4	KARE	10/06/12	10/06/12	SAT TDY NBC Today Show (Sa)	CM	6-8a	-----S-	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12		10/07/12	-----S-	2		\$150.00		0.00					
5	KARE	10/06/12	10/06/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12		10/07/12	-----S-	2		\$400.00		0.00					
6	KARE	10/07/12	10/07/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
		<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12		10/07/12	-----S	2		\$175.00		0.00					
7	KARE	10/03/12	10/08/12	Days of Our Lives Days of Our Lives	CM	12-1p	--WT---	:30	2	\$335.00	P-2	0.00	NM	2	\$350.00
		<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/03/12		10/09/12	--WT---	2		\$335.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	KARE	10/03/12-10/09/12		Days of Our Lives	12-1p		M-WTh-----	:30	\$175.00		0.00	NM			
3	KARE	10/03/12-10/09/12		Days of Our Lives	12-1p		M-WTh-----	:30	\$175.00		0.00	NM			
8	KARE	10/03/12	10/09/12	M-F 4-430p KARE 11 4 News	CM	4-430P	MTWTF--	:30	5	\$175.00	P-2	0.00	NM	5	\$925.00
		<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/03/12		10/09/12	MTWTF--	5		\$175.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
2	KARE	10/03/12-10/09/12		M-F 4-430p	4-430P		MTWThF----	:30	\$200.00		0.00	NM			
5	KARE	10/03/12-10/09/12		M-F 4-430p	4-430P		MTWThF----	:30	\$200.00		0.00	NM			
9	KARE	10/03/12	10/09/12	M-F 430-5p Jeopardy	CM	430-5P	MTWTF--	:30	5	\$990.00	P-4	0.00	NM	5	\$4,950.00
		<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/03/12		10/09/12	MTWTF--	5		\$990.00		0.00					
10	KARE	10/03/12	10/09/12	M-F 5-530p KARE 11 5 News	CM	5-530p	MTWTF--	:30	10	\$585.00	P-2	0.00	NM	10	\$6,110.00
		<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/03/12		10/09/12	MTWTF--	10		\$585.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
4	KARE	10/03/12-10/09/12		M-F 5-530p	5-530p		MTWThF----	:30	\$650.00		0.00	NM			
5	KARE	10/03/12-10/09/12		M-F 5-530p	5-530p		MTWThF----	:30	\$650.00		0.00	NM			
7	KARE	10/03/12-10/09/12		M-F 5-530p	5-530p		MTWThF----	:30	\$650.00		0.00	NM			
10	KARE	10/03/12-10/09/12		M-F 5-530p	5-530p		MTWThF----	:30	\$650.00		0.00	NM			
11	KARE	10/03/12	10/09/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,900.00
		<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/03/12		10/09/12	MTWTF--	5		\$700.00		0.00					

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 Estimate: 2800  
**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
11	KARE	10/03/12	10/09/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/03/12	10/09/12	MTWTF--	5		\$700.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KARE	10/03/12-10/09/12		M-F 6-630p		6-630p	MTWThF----	:30		\$900.00		0.00	NM		
5	KARE	10/03/12-10/09/12		M-F 6-630p		6-630p	MTWThF----	:30		\$900.00		0.00	NM		
12	KARE	10/06/12	10/06/12	Sat 5-530p KARE 11 5 News Sa	CM	5-530p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
Week:		10/01/12	10/07/12	-----S-	1		\$500.00		0.00						
13	KARE	10/07/12	10/07/12	Sun 5-530p KARE 11 5 News Su	CM	5-530p	-----S	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
Week:		10/01/12	10/07/12	-----S	1		\$700.00		0.00						
14	KARE	10/03/12	10/09/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
Week:		10/03/12	10/09/12	MTWTF--	5		\$1,000.00		0.00						
16	KARE	10/05/12	10/05/12	Fri Prime Fri Prime	CM	8-9p (8:00 PM-9:00 PM)	----F--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
Week:		10/01/12	10/07/12	----F--	1		\$1,500.00		0.00						
17	KARE	10/07/12	10/07/12	Football Night in America Football Night in America	CM	6-715p	-----S	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
Week:		10/01/12	10/07/12	-----S	1		\$1,300.00		0.00						
18	KARE	10/07/12	10/07/12	NFL Regular Season Fo NFL Regular Season Footba	CM	715-1030p	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
Week:		10/01/12	10/07/12	-----S	1		\$5,000.00		0.00						
19	KARE	10/03/12	10/09/12	M-F 10-1035p KARE News 10p	CM	10-1035p	MTWTF--	:30	10	\$1,400.00	P-2	0.00	NM	10	\$14,400.00
2X MAX/DAY		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/03/12	10/09/12	MTWTF--	10		\$1,400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	KARE	10/03/12-10/09/12		M-F 10-1035p		10-1035p	MTWThF----	:30		\$1,500.00		0.00	NM		
5	KARE	10/03/12-10/09/12		M-F 10-1035p		10-1035p	MTWThF----	:30		\$1,500.00		0.00	NM		
6	KARE	10/03/12-10/09/12		M-F 10-1035p		10-1035p	MTWThF----	:30		\$1,500.00		0.00	NM		
8	KARE	10/03/12-10/09/12		M-F 10-1035p		10-1035p	MTWThF----	:30		\$1,500.00		0.00	NM		
20	KARE	10/06/12	10/06/12	KARE News 10p Sa KARE News 10p Sa	CM	10pm-1030pm	-----S-	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
Week:		10/01/12	10/07/12	-----S-	1		\$1,200.00		0.00						
21	KARE	10/03/12	10/09/12	Tonight Show Tonight Show	CM	1035pm-1135pm	MTWTF--	:30	5	\$350.00	P-2	0.00	NM	5	\$2,050.00
Week:		10/03/12	10/09/12	MTWTF--	5		\$350.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KARE	10/03/12-10/09/12		Tonight Show		1035pm-1135pm	MTWThF----	:30		\$500.00		0.00	NM		
2	KARE	10/03/12-10/09/12		Tonight Show		1035pm-1135pm	MTWThF----	:30		\$500.00		0.00	NM		
22	KARE	10/07/12	10/07/12	MN Bound MN Bound	CM	1035-1105p	-----S	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
Week:		10/01/12	10/07/12	-----S	1		\$700.00		0.00						
23	KARE	10/08/12	10/08/12	Mon Prime THE VOICE	CM	Mon Prime (6:58 PM-9:00 PM)	M-----	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00

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Advertiser: BACHMANN,M/R/CON  
 Product Desc: BACHMANN FOR CONGRES  
 Estimate: 2800

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
23	KARE	10/08/12	10/08/12	Mon Prime THE VOICE	CM	Mon Prime (6:58 PM-9:00 PM)	M- - - - -	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	M- - - - -		1			\$4,000.00		0.00				
25	KARE	10/03/12	10/05/12	M-F 430-5A M-F 430-5a	CM	430-5a	- - WTF- -	:30	3	\$65.00	P-2	0.00	NM	3	\$195.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	- - WTF- -		3			\$65.00		0.00				
26	KARE	10/03/12	10/05/12	Last Call Last Call w/ Carson Daly	CM	1235xm-105xm	- - WTF- -	:30	3	\$75.00	P-2	0.00	NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	- - WTF- -		3			\$75.00		0.00				
27	KARE	10/08/12	10/08/12	Days of Our Lives Days of Our Lives	CM	12-1p	M- - - - -	:30	1	\$315.00	P-4	0.00	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	M- - - - -		1			\$315.00		0.00				
N28	KARE	10/10/12	10/10/12	M-F 1130a-12p Jeopardy	CM	1130a-12p	- - W- - - -	:30	2	\$485.00	P-4	0.00	NM	2	\$970.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	- - W- - - -		2			\$485.00		0.00				
N29	KARE	10/10/12	10/10/12	M-F 430-5A M-F 430-5a	CM	430-5a	- - W- - - -	:30	1	\$60.00	P-2	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	- - W- - - -		1			\$60.00		0.00				
Totals													93	\$68,940.00	